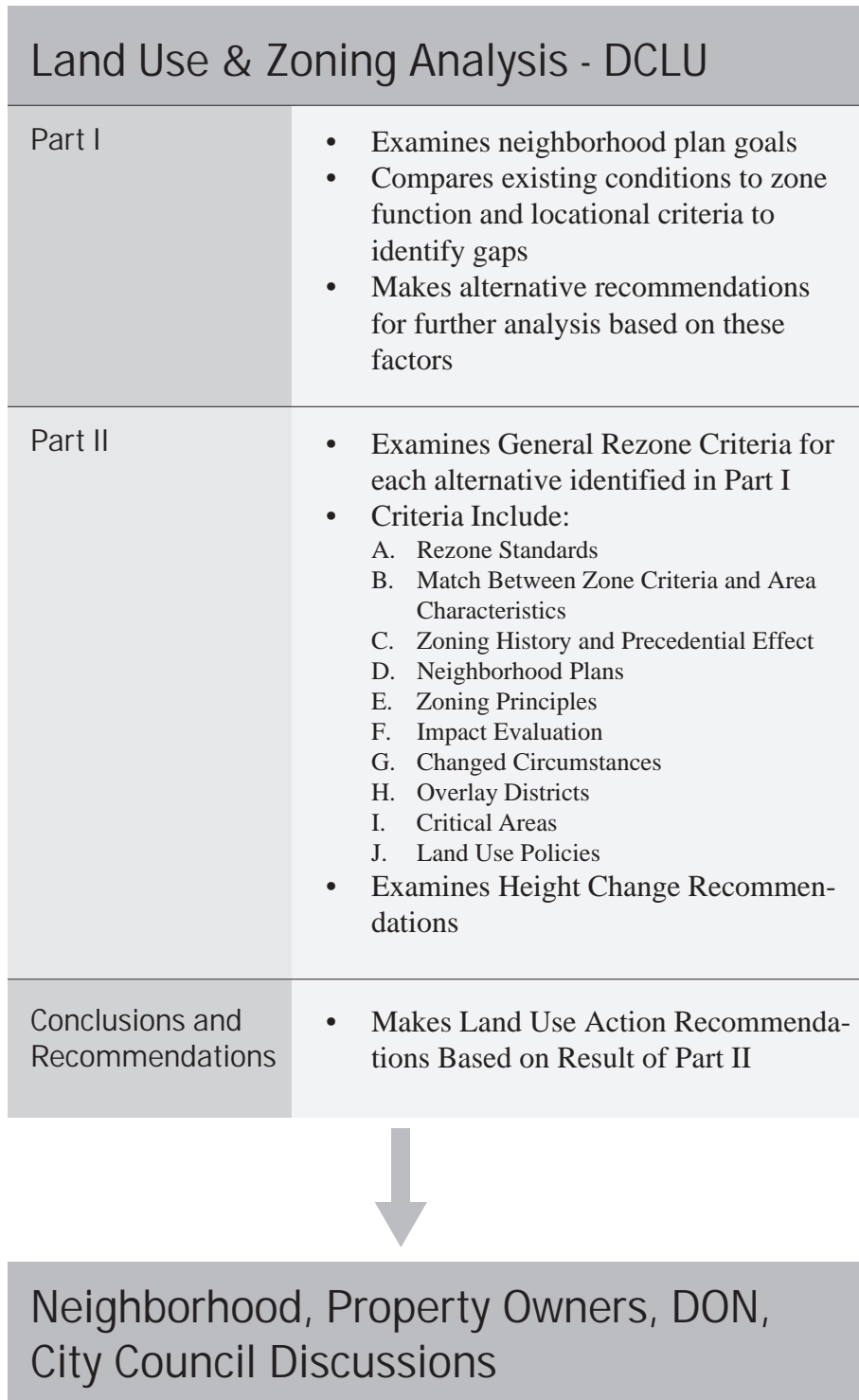


E Madison Business District Land Use & Zoning Analysis Study Area

Study Methodology

The analysis examines the areas within each zoning designation to determine how well the area's characteristics match the zone's functional and location criteria. Based on this examination and the goals and vision of the *Central Area Action Plan II*, potential changes are recommended for further evaluation. General Rezone Criteria listed in section 23.24.008 of the Seattle Municipal Code are used to evaluate any potential changes. Based on these steps, conclusions and recommendations are presented in this document.



Area-Wide Physical Features

This analysis examines features such as topography and building bulk and heights and compares them to existing zoning. The analysis uses a 3D computer model based on City of Seattle Geographic Information System data.

The East Madison Business District includes several physical features that are highly relevant to the analysis:

- The district lies in a flat area between two major topographic breaks.
- The district generally follows East Madison Street, a major arterial well-served by public transit.
- The district is accessed by 23rd Ave E, a major arterial
- The district is also served by 19th Ave E, a minor arterial
- Many alleys are present in the area.

These physical features are important when considering zone boundaries, intensifying the commercial core, or when addressing building heights.



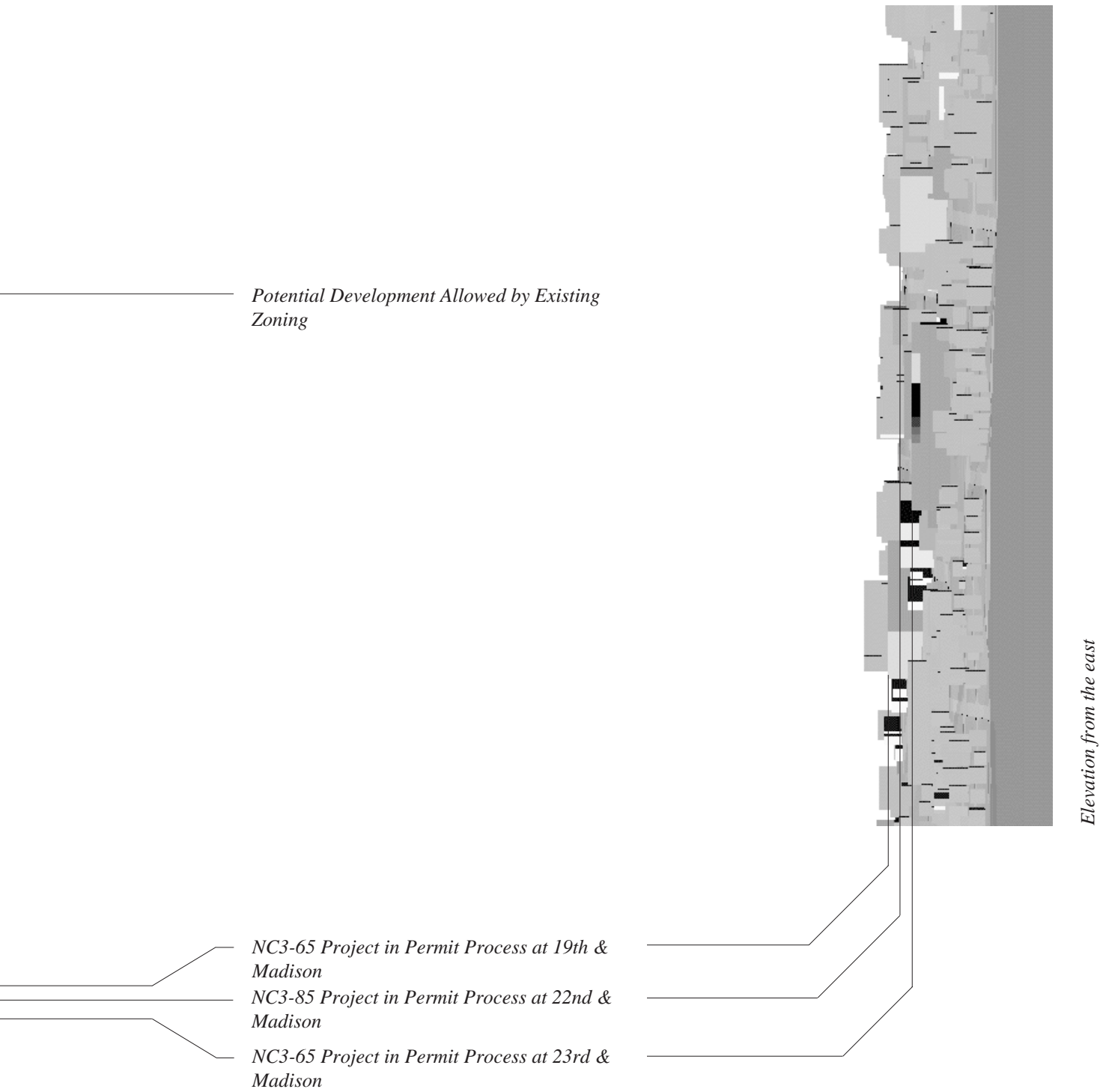
Axonometric view of East Madison Business District, Existing Plus Proposed Projects

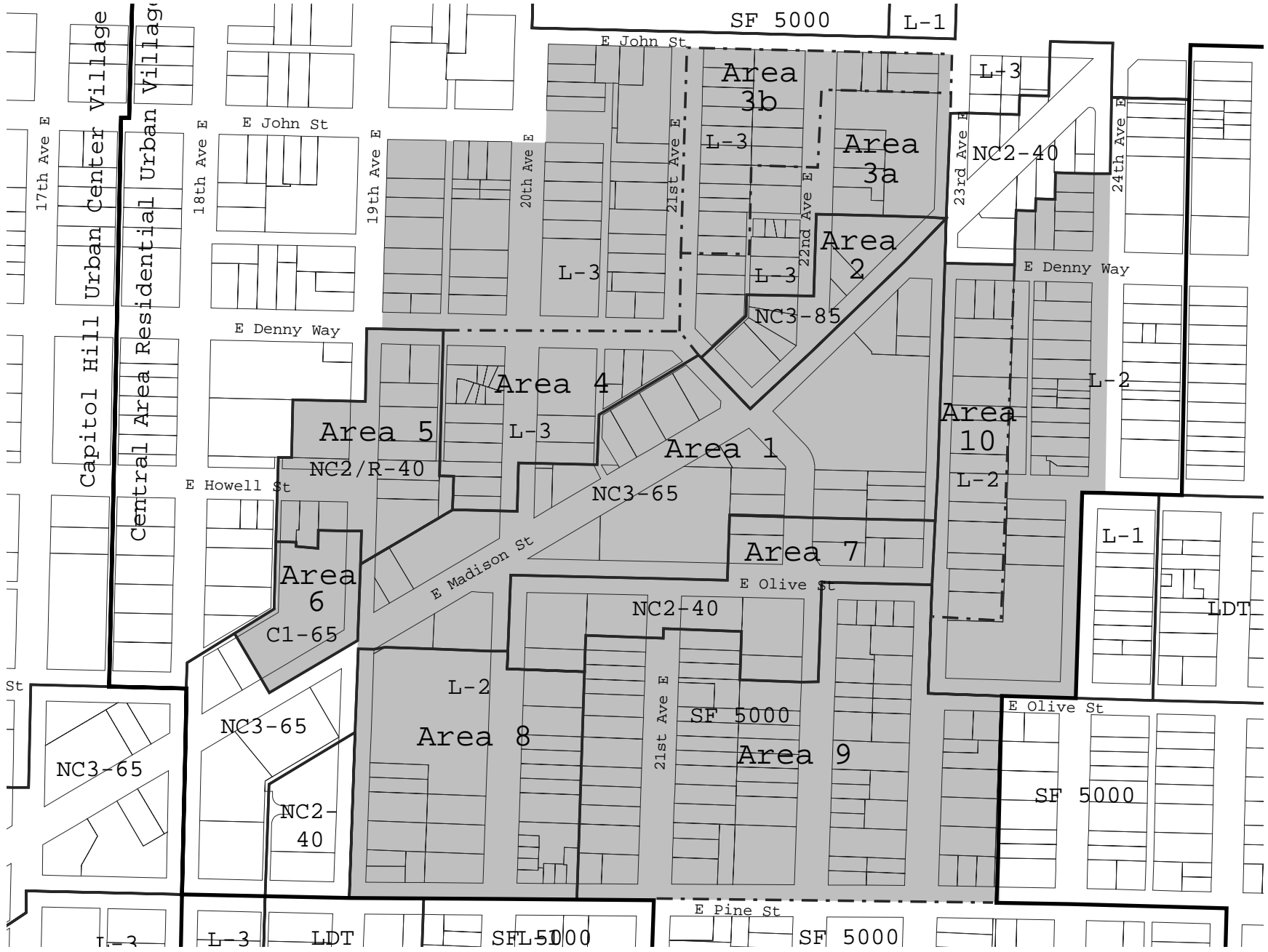


Plan View of East Madison Business District. Shadows calculated at 10:30 am December 21 (Winter Solstice).



Elevation from the south





List of Evaluated Actions

Area #	# Parcels Affected	Current Zoning	Proposed Zoning	Alternative
Area 1	33	NC3-65	no change	P1 or P2 ²
Area 2	7	NC3-85	NC3-65	
Area 3a	17	L3	L4	add area 3b
Area 4	22	L3	NC2/R-40 ¹	L4
Area 5	13	NC2/R-40	amend neigh. plan ¹	
Area 6	1	C1	NC3-65	
Area 7	13	NC2-40	no change	
Area 8	26	L2	L3	
Area 9	74	SF 5000	RSL	
Area 10	18	L2	L3	

1. DCLU recommends an amendment to the neighborhood plan to allow single-purpose residential structures outright in NC2/R40 in this area.

2. An examination of adding the P1 or P2 designation to East Madison Street is not part of the Draft Analysis, but is offered for the purposes of discussion.

NC3 Along Madison (Area 1 and Area 2)

Recommended Action: **None. Maintain NC3 designation in Areas 1 and 2, consistent with the Central Area Action Plan goal of serving local and destination shoppers.**

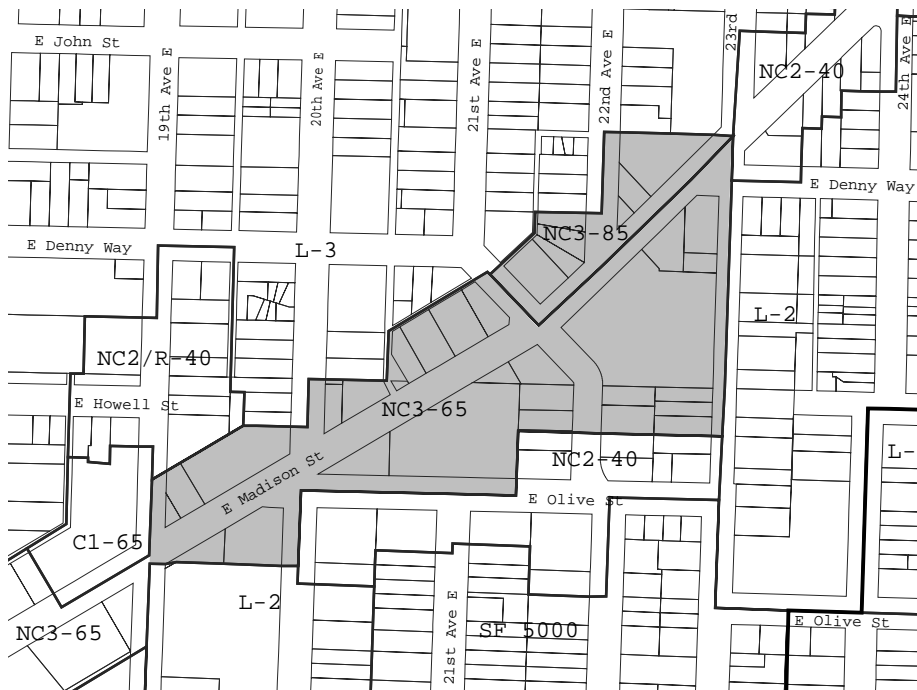
Evaluation

An initial examination of this NC3 area found that:

- The NC3 area does not presently provide comparison shopping with a wide range of goods and services, a criterion for NC3 designation.
- The NC3 area is lacking continuous storefronts along E Madison Street and intense levels of pedestrian activity.
- The NC3 area is directly adjacent to single family homes in the L3 zone to the north and could be better buffered.

Based on these findings, NC2 was evaluated for this area to see if its functional and locational criteria better matched existing conditions. It was found that NC2 does not better meet the function and locational criteria for this area: the area does not yet provide a full range of household goods and services; while it does have a variety of small to medium-sized business, the variety is limited. There is not yet continuous development fronting Madison Street, another desired characteristic of the NC2 zone. Additionally, only one locational criteria is met, and that is that the area is surrounded by low- to medium-density residential areas.

NC2 would also limit the size of commercial uses, inconsistent with the neighborhood planning goal of serving local and destination shoppers, which NC3 is intended to serve.



Areas 1 and 2

NC3-85 Along Madison (Area 2)

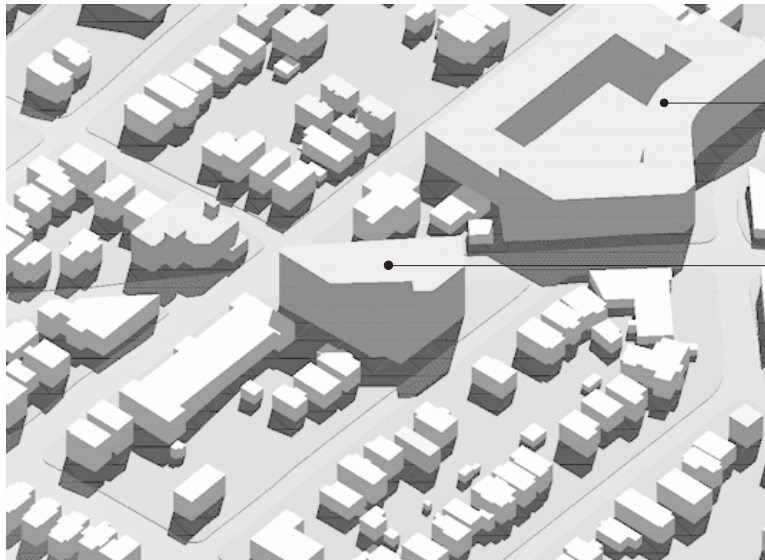
Recommended Action: Lower the height limit of Area 2 to 65 feet to help maintain consistent building heights along East Madison Street and to reduce the impacts of height on adjacent areas to the north.

Evaluation

While no change in zoning designation is proposed, the current 85-foot height designation is incompatible with zoned and actual heights of the surrounding area. It is recommended that this area be lowered to 65 feet to provide a more gradual transition with the adjacent residential area (L3 recommended change to L4) as well as the 65-foot height limit along E Madison Street.

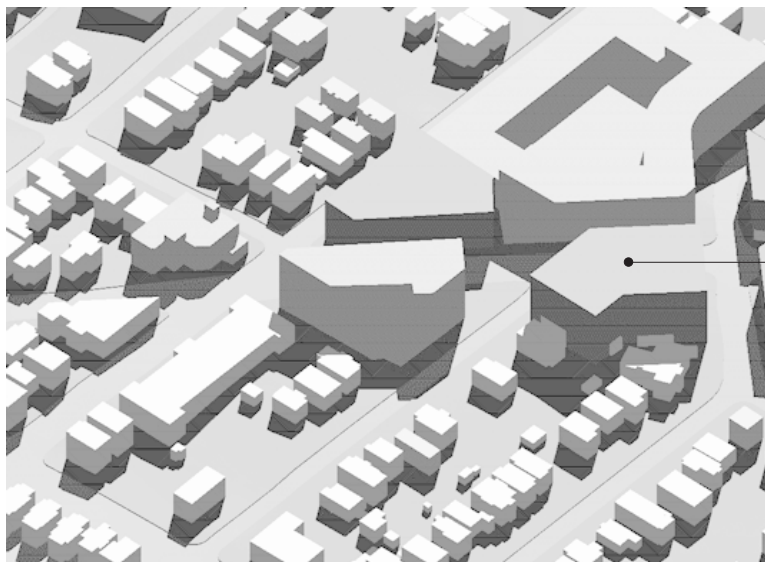


Area 2



Proposed NC3-65 Project
*65' Mixed-Use Development
(existing zoning) Currently in
permitting process*

Proposed NC3-85 Project
*85' Mixed-Use Development
(existing zoning) Currently in
permitting process*



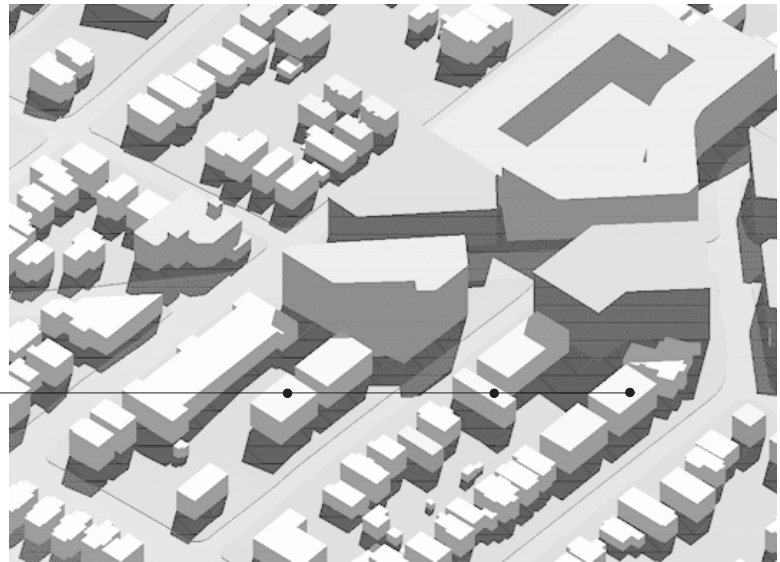
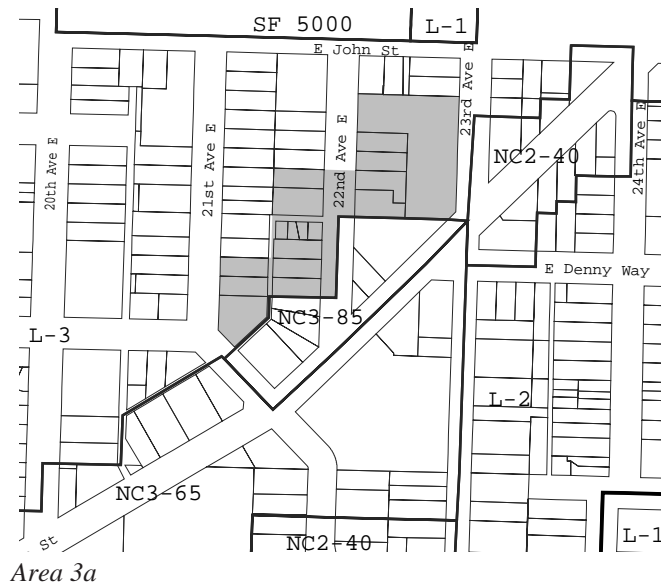
Potential NC3-85 Infill
*85' Mixed-Use Development
(existing zoning)*

L3 North of NC3-85 (Area 3a)

Recommended Action: **Rezone Area 3a from L3 to L4.**

Evaluation

The analysis confirmed that L4 was appropriate for a portion of the L3 area between E Madison Street and E Denny Street from the east side of 21st Ave E to the west side of 23rd Ave E. The evaluation determined that L4 would provide a more gradual transition in height, bulk, and scale between NC3-85 (proposed 65 feet) and the residential area to the north.



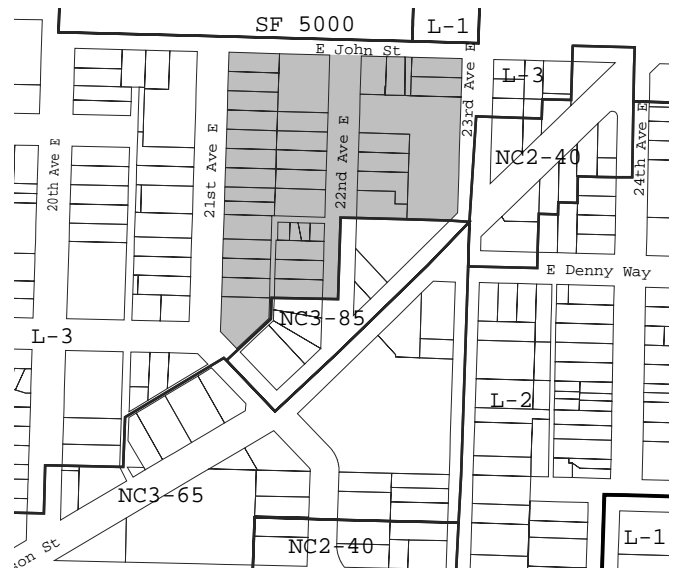
Recommended
Potential
Lowsrise 4(L4) Development. L4
allows a 37-foot building with an
extra 5 feet of roof pitch with
setback and open space
requirements.



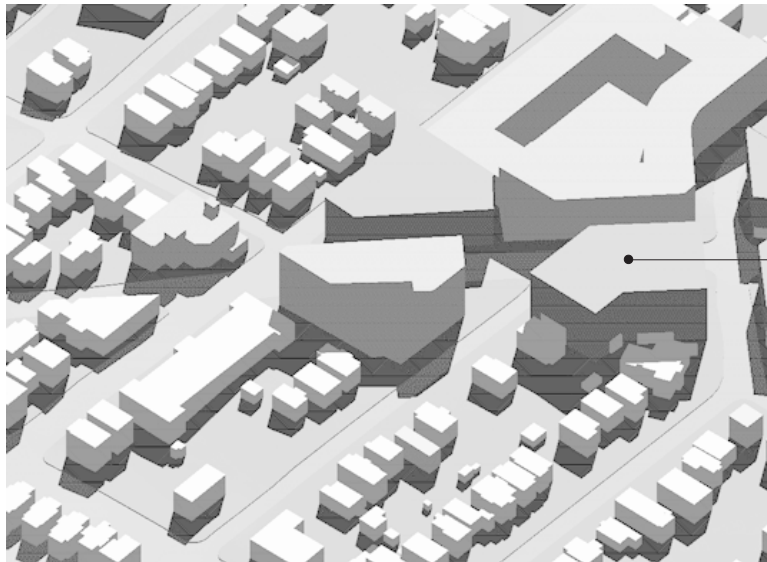
Alternative Action: **Rezone both Areas 3a and 3b from L3 to L4.**

Evaluation

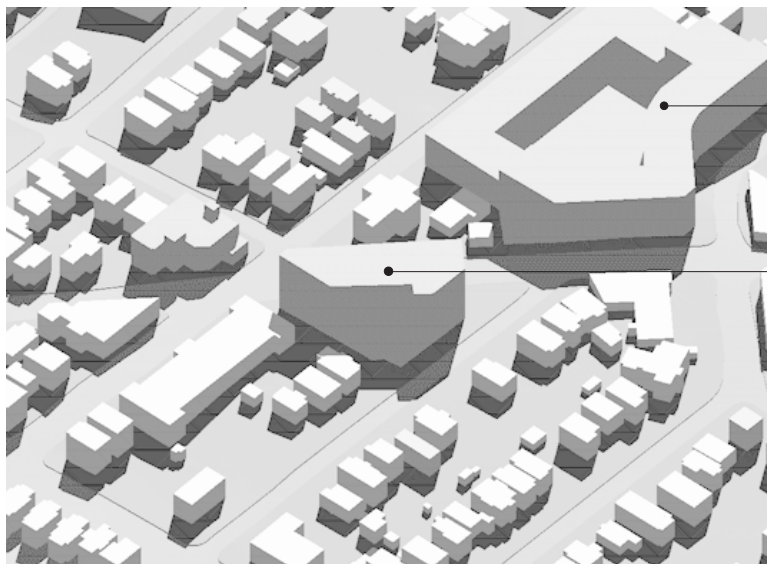
Rezoning both Areas 3a and 3b to L4 would provide better physical transitions to the adjacent lower intensity residential areas. Zone boundaries would follow streets as opposed to property lines, thereby improving the separation between zone development.



Areas 3a and 3b



Potential NC3-85 Infill
85' Mixed-Use Development
(allowed under existing
zoning)



Proposed NC3-65 Project
65' Mixed-Use Development
(existing zoning) Currently in
permitting process

Proposed NC3-85 Project
85' Mixed-Use Development
(existing zoning) Currently in
permitting process

L3 North of NC3-65 (Area 4)

Recommended Action: **Rezone Area 4 to NC2/R-40 with neighborhood plan amendment to allow single-purpose residential buildings outright.**

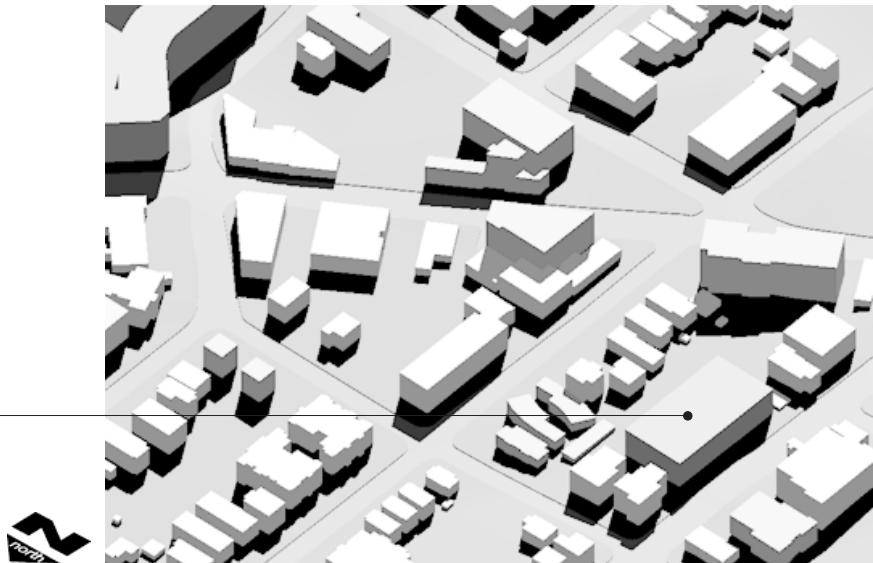
Evaluation

Both NC2/R and L4 were examined for a portion of the L3 area between E Madison Street and E Denny Street from the west side of 20th Ave E to the west side of 21st Ave E. The examination determined that NC2/R-40 would provide a better buffer between NC3-65 to the south and east and the NC2/R-40 to the west, while also best meeting the goals and policies of the *Central Area Action Plan II*. This plan emphasizes the revitalization of the East Madison Business District and increased housing options near the commercial area.

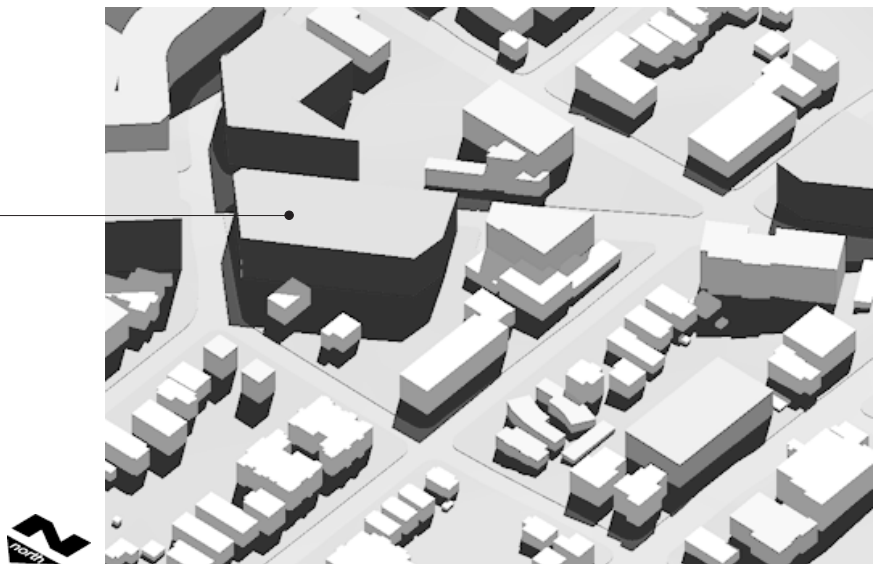


Area 4

Existing conditions
with NC2/R-40 mixed-use
project currently in permit
process



Potential NC3-65 Infill
65' Mixed-Use Development
(allowed under existing
zoning)



A commercial zone designation (NC2) would help establish a commercial "core" area rather than the current narrow "strip" of commercial along Madison. The uses in NC2 are generally more limited in size than in NC3, providing a better transition with the residential area to the north. The "R" designation would allow more housing opportunities than regular commercial zoning, by allowing housing without density limits and without ground floor commercial if desired. Additional housing would help provide a concentration of people nearby to support the businesses in the area. The 40' height limit would provide a good transition between the 65' areas and the residential area to the north - L3 (30'), recommended to be L4 (37' height limit).

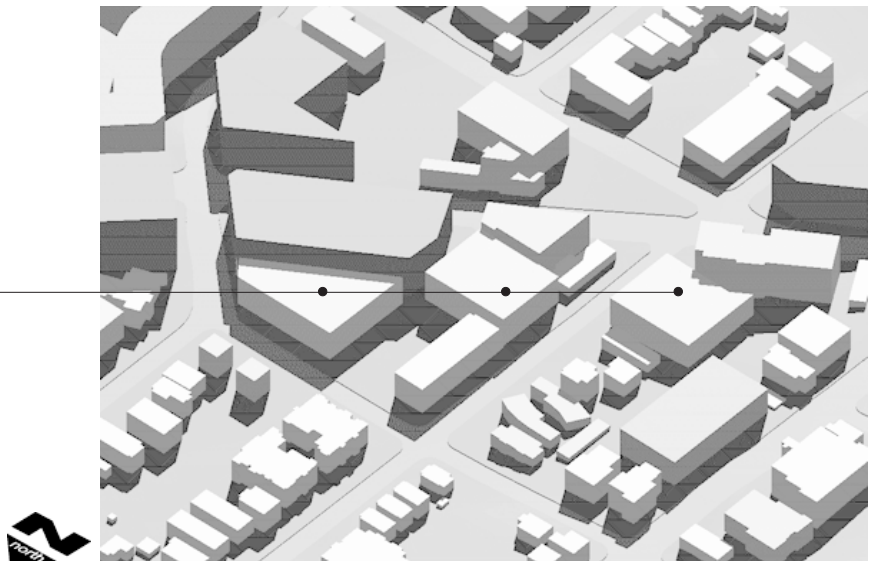
Alternative Action: **Rezone Area 4 from L-3 to L-4.**

Evaluation

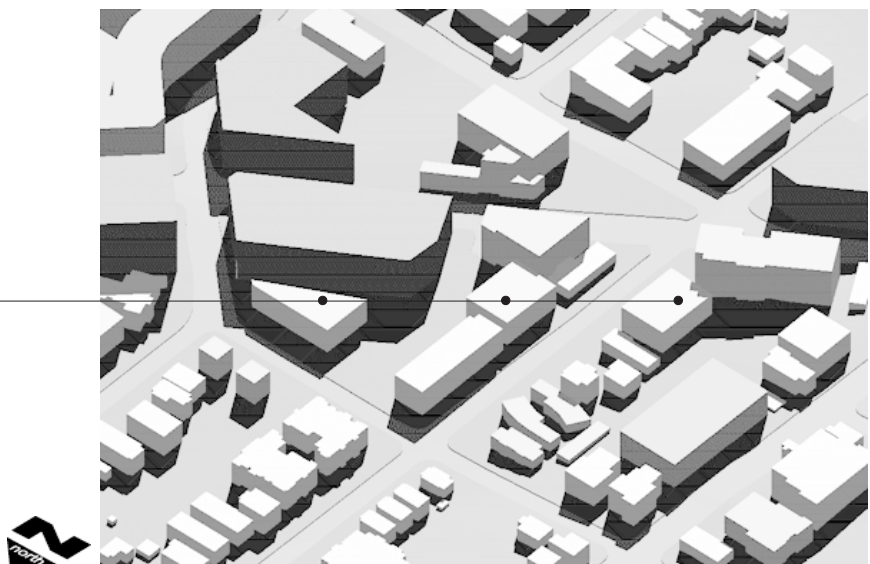
L4 would provide more housing opportunities close to the District than the existing L3 designation but would not allow commercial activity.

In both cases East Denny Way would serve as the physical buffer between this area and the L3 designation to the north.

Recommended
*Potential
 NC2/R-40 Development.
 NC2/R-40 allows lot-line to
 lot-line construction at a
 height close to halfway
 between 35 and 65 feet.*

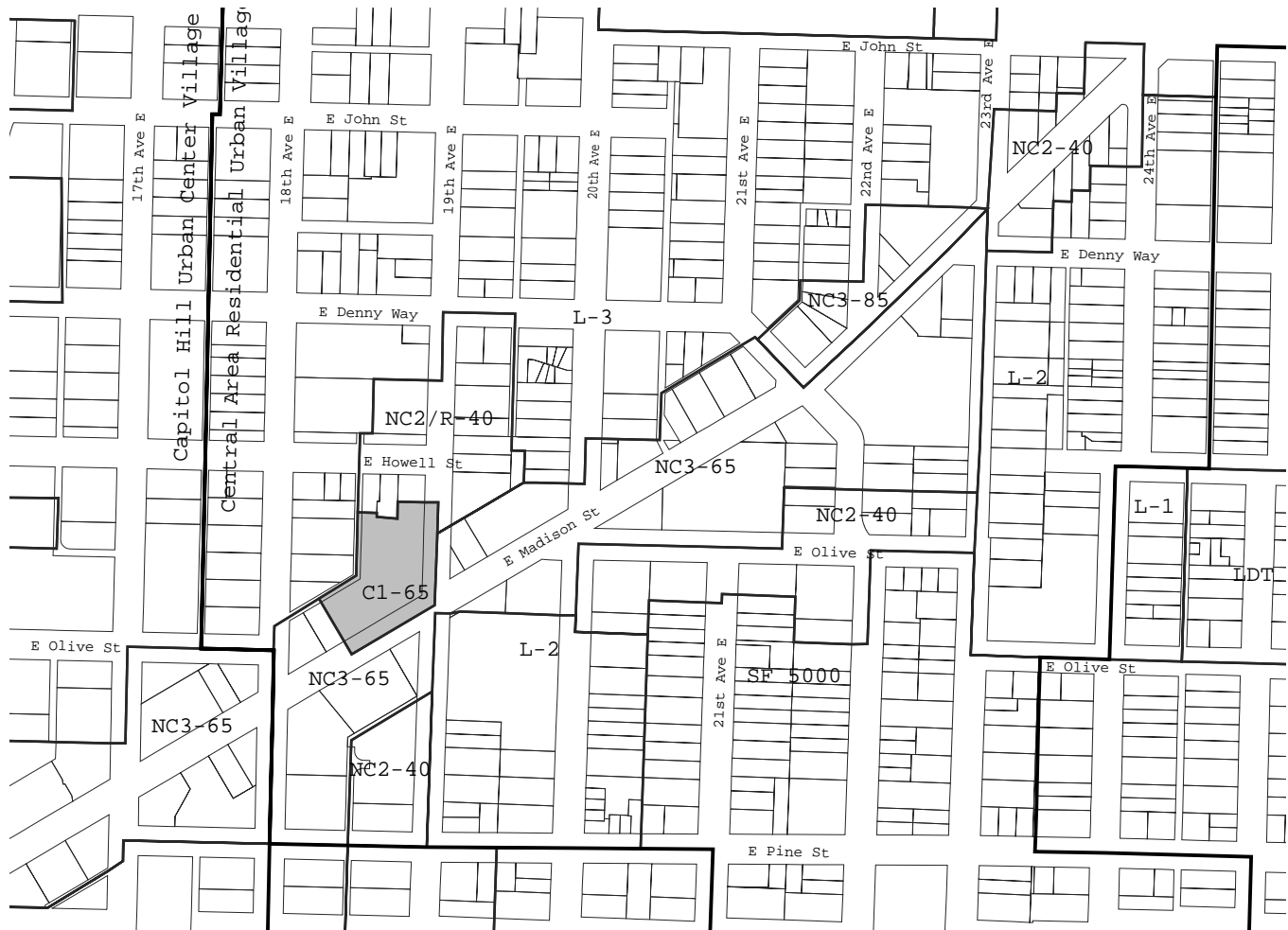


Also Evaluated
*Potential
 Lowrise 4(L4) Development.
 L4 allows a 37-foot building
 with an extra 5 feet of roof
 pitch within an number of
 setback and open space
 requirements.*



C1 on East Madison Street (Area 5)

Recommended Action: **Rezone Area 5 to NC3-65.**



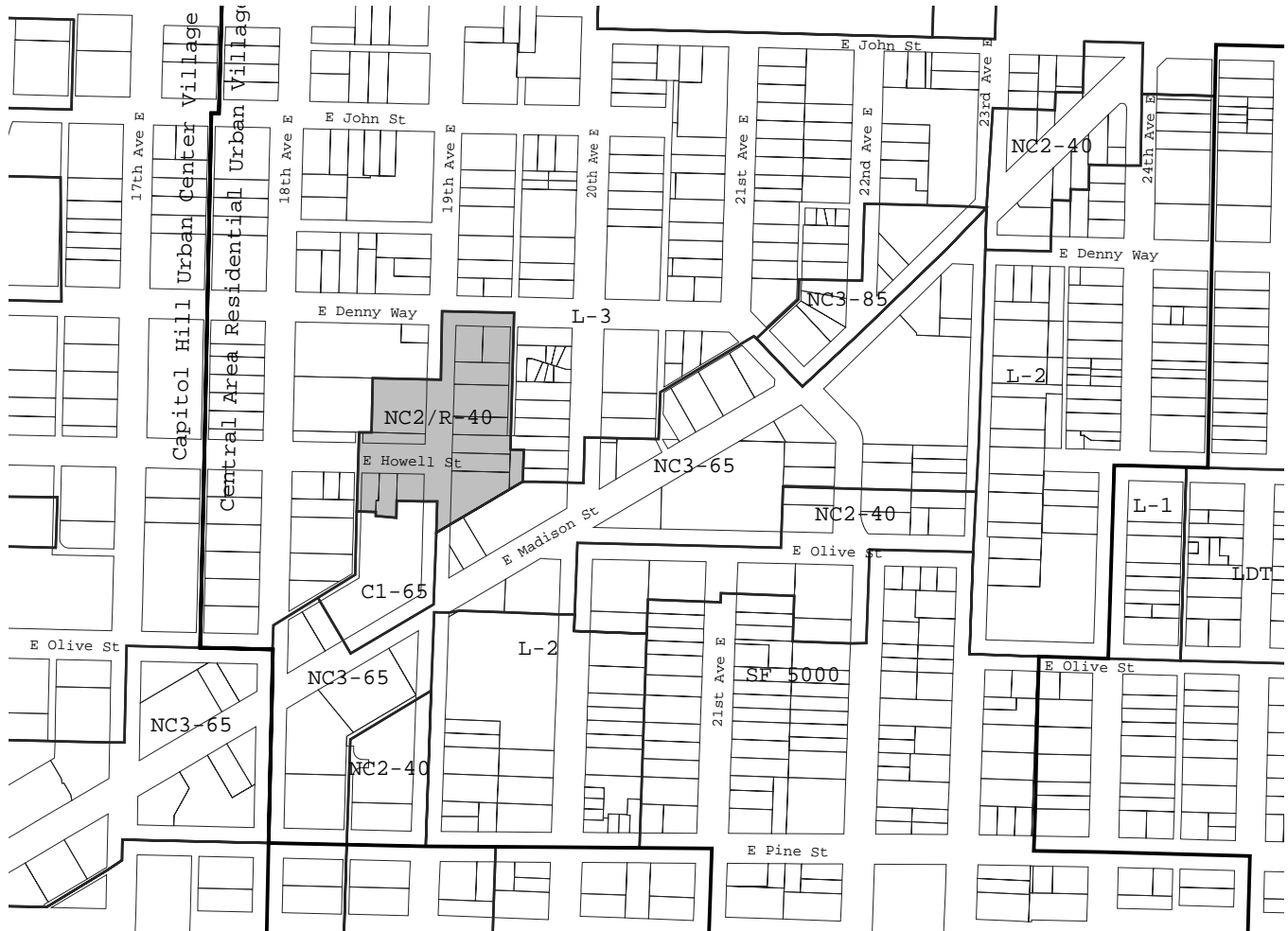
Area 5

Evaluation

The analysis found that Area 5 only positively meets one locational criteria for C1 zone designation: it is accessible from a major arterial. Both NC2 and NC3 were evaluated for the area to determine whether they better match the functional and locational criteria. The evaluation determined that NC3 was the most appropriate designation for the area, particularly to make this area consistent with the adjacent zoning along Madison. The NC3 designation, a pedestrian-oriented zone, helps provide the commercial character that is desired for the area, rather than the more auto-oriented character with the potential for more intense uses allowed in the C1 zone.

NC2/R-40 Along 19th Ave E (Area 6)

Recommended Action: **Amend *Central Area Action Plan II* to allow single-purpose residential outright.**



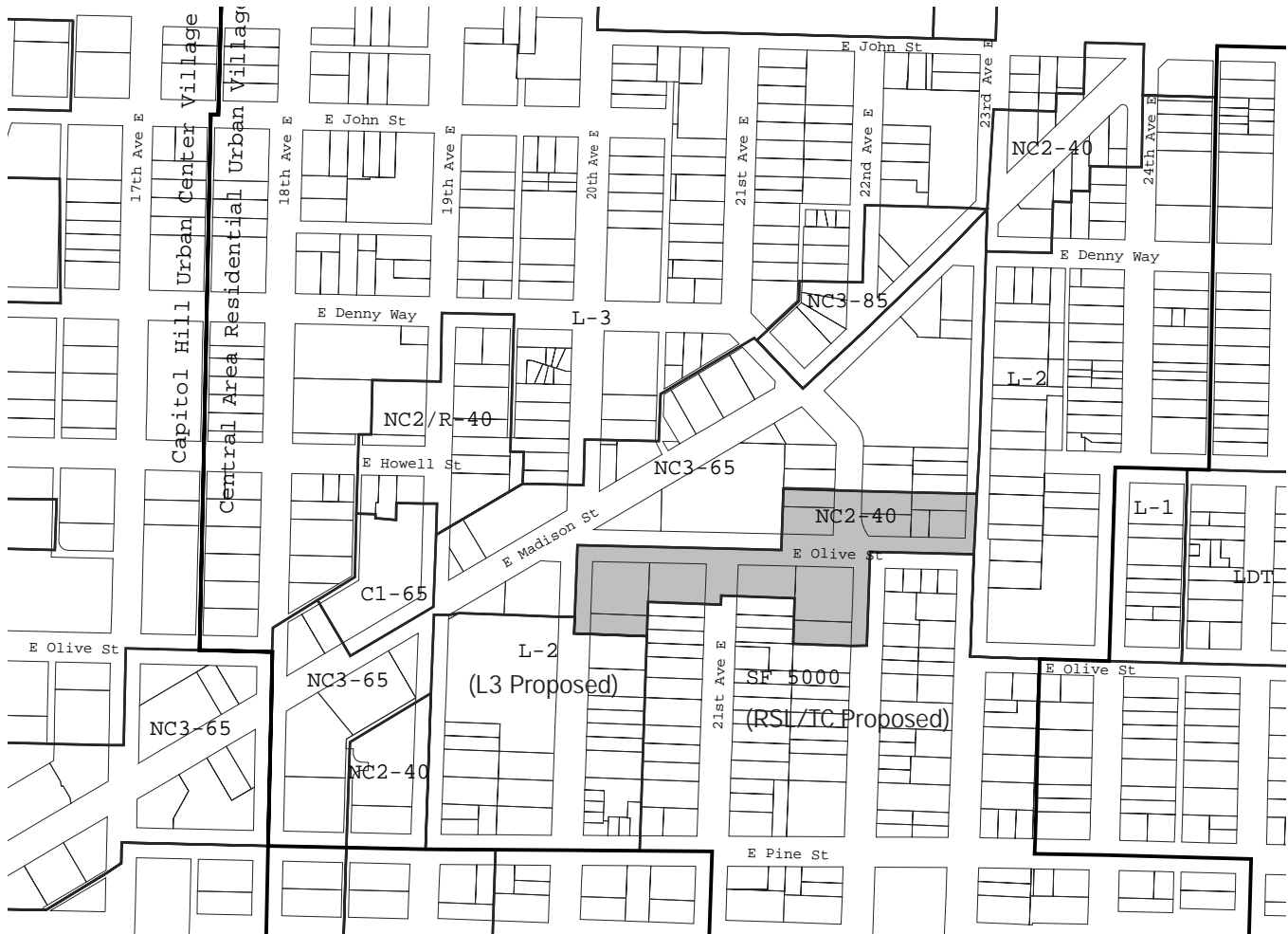
Area 6

Evaluation

The NC2/R area north of E Madison Street was evaluated and found to be only partially functioning as NC2/R while meeting only a few of the locational criteria for NC2. However, this area was rezoned to NC2/R following the adoption of the ***Central Area Action Plan II*** to encourage the gradual expansion of the business district along 19th Ave E. An amendment to the ***Central Area Action Plan II*** to allow for single-purpose residential in this area would allow flexibility for development to be either mixed use or single-purpose residential.

NC2 Along East Olive Street (Area 7)

Recommended Action: **None.** With continued redevelopment Area 7 will function as intended.



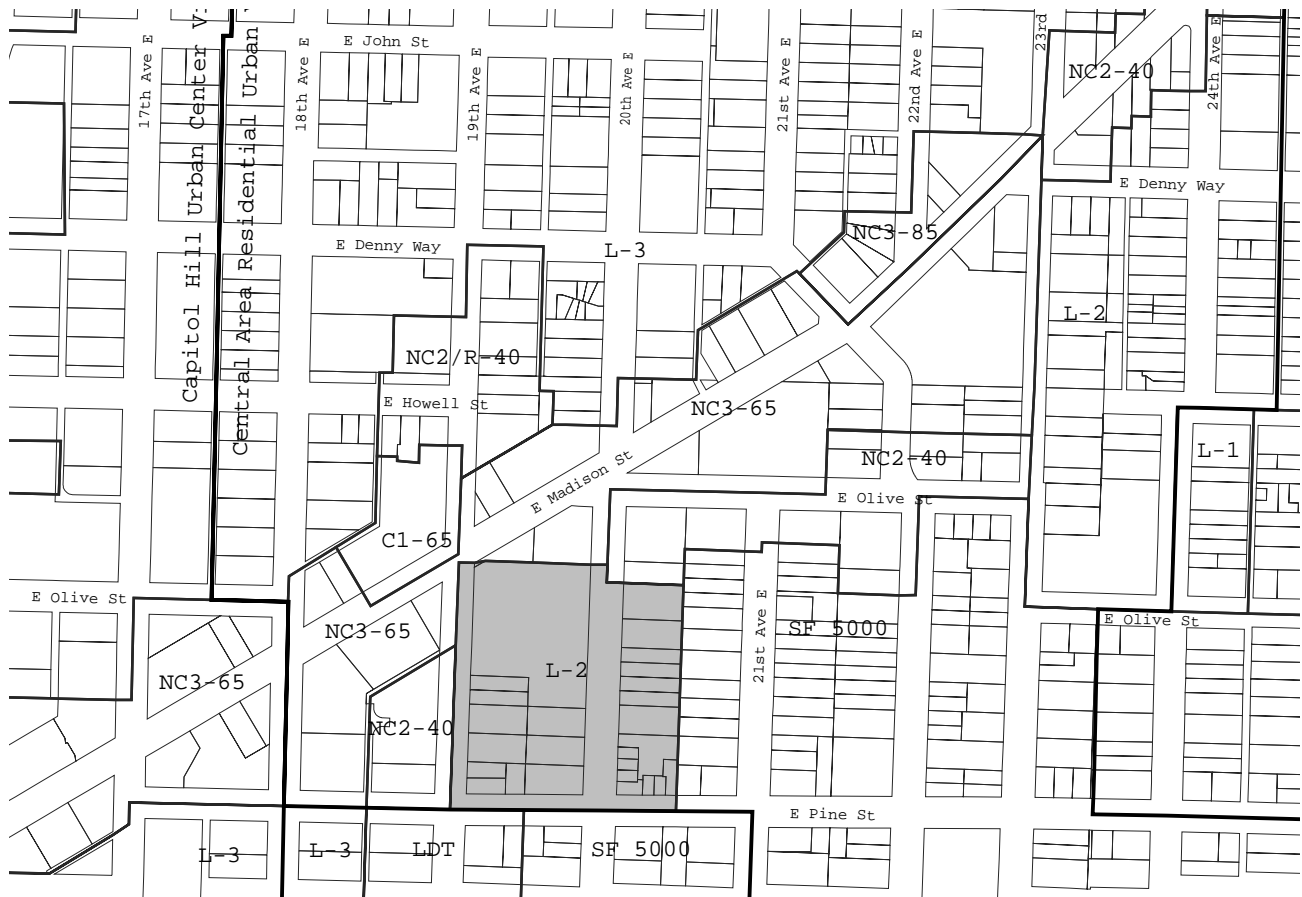
Area 7

Evaluation

An evaluation of the NC2 Function & Locational Criteria for this area along E Olive Street determined that it is not yet functioning as NC2. However, as the area redevelops, the characteristics of NC2 zoning will begin to emerge. The NC2-40 designation in this area provides a good transition in height, bulk, scale, and intensity of use between the NC3 along Madison (Area 1) and the residential areas to the south - Area 8 (L2, recommended L3) and Area 9 (SF recommended RSL/TC).

L2 Along 19th and 20th Avenues E (Area 8)

Recommended Action: **Rezone Area 8 to L3.**



Area 8

Evaluation

An evaluation of the NC2 Function & Locational Criteria found that there are portions of this area that could allow more housing options, while still providing an appropriate scale of development, and without blocking views. L3 would provide a smooth transition between the NC2 and NC3 zoning to the north and west, and the residential areas to the east (Area 9, SF recommended RSL/TC). More detailed evaluation of this recommended action showed that the area functions consistent with and meets the locational criteria for L3 designation. Further, a change to L3 would be consistent with *Central Area Action Plan II* policies to increase housing options and densities near the East Madison Business District. This change would allow for a marginal increase in scale and the number of residential units compared to what the existing L2 designation allows.

SF5000 South of E Olive Street (Area 9)

Recommended Action: **Rezone Area 9 to RSL/TC with neighborhood plan amendment to allow cottage, tandem, and small lot single family housing**



Evaluation

Residential Small Lot zoning was evaluated for the SF 5000 area south of East Olive Street. Neighborhood plan policies and existing character are the primary drivers for this recommended action. The *Central Area Action Plan* identifies RSL zoning for urban villages as a way to stimulate more housing opportunities. Additionally, the *Central Area Action Plan* has a specific policy of encouraging increased residential densities near the business district. Given the area's proximity to the East Madison Business District, its existing character of smaller lot sizes, and presence of cottage housing, a change to RSL zoning is recommended.

L2 Along 23rd Ave E (Area 10)

Recommended Action: **Rezone Area 10 to L3.**

Evaluation

An evaluation of the NC2 Function & Locational Criteria found that there are portions of this area that could be higher density without blocking views; L3 could provide a smoother transition from NC2 and NC3 areas to lower intensity residential areas. More detailed evaluation of this recommended action showed that the area functions consistent with and meets the locational criteria for L3 designation. Further, a change to L3 would be consistent with *Central Area Action Plan II* policies to increase housing options and densities near the East Madison Business District. This change would allow for a marginal increase in scale and the number of residential units compared to what the existing L2 designation allows.

